



ARLINGTON SCIENTIFIC, INC.

Utah Europe Days

## *History*

**Munich Germany** – 1988 Analytica Trade Show

**Corporate Business** – 1990 85% of Sales – Italy & Germany

**Private Label Business** – France and Spain

**Medica** – World Forum for Medicine – Attendance 15 Years

**European Union** – Regulatory Compliance-Portugal & England

### **Current EU Status:**

- Direct Sales
- Distributor Sales
- OEM Agreements
- Software Development Agreement
- Medica-Global Meeting Point
- Excellent Growth Prospects



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## *Medica*

*World Forum for Medicine, Dusseldorf, Germany*

- World's Largest and most Prestigious Medical Technology & Equipment Show
- Attendance – Over 130,000 Visitors from 85 Countries
- 5000 Exhibitors Meeting Customers, Distributors & Businesses
- Global Meeting Points for Prospects and Business Contacts
- USA Exhibitor Pavilions - Turnkey Rental Booth with Amenities
- Plan Early, Pre-show Promotion, 16 Hour Days, Extra Business Cards



## *Recommendations*

### **Conduct a Self Assessment**

- Personal Issues – Travel, Language, Culture, Motivation
- Business Competence and Experience
- Product/Market Knowledge
- Management Ability

### **Develop a Business Plan**

- Detail Major Aspect of Europe Exporting
- Straightforward, Understandable and Short
- Valuable Reference Document

### **Line up Financing**

- Develop Pro Forma Financial Statements
- Competitive Pricing Actions
- Global Currency Fluctuations



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## *Resources*

**Utah Governor's Office of Economic Development** – Franz Kolb

**US Department of Commerce** – David Fiscus

**World Trade Center Utah** – Lew Cramer

**Utah District Export Council** – Mark Garfield

## *General Resources*

- Trade Shows
- Trade Missions
- SLC Community College
- SLC Chamber of Commerce
- Industry Associations
- Webinars
- SBA
- Ex-Im Bank